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**FOR IMMEDIATE RELEASE**

### **Citizens Financial Services, Inc. Declares Quarterly Cash Dividend**

Mansfield, Pennsylvania (March 2017) — The Board of Directors of Citizens Financial Services, Inc. (CZFS), the bank holding company for First Citizens Community Bank, recently declared a cash dividend for its shareholders.

The cash dividend of \$.425 per share is payable on March 31, 2017 to shareholders of record on March 17, 2017. This quarterly cash dividend is an increase of 2.4% over the regular cash dividend of \$.415 declared one year ago.

“Our focus continues to be driven by our desire to provide shareholders with a solid return on their investment in us. As a result, we have continued our emphasis on organic growth in our loan portfolio, particularly in the agricultural arena. We believe this growth will support our efforts to remain a strong, independent community bank,” noted CEO and President Randall E. Black.

Citizens Financial Services, Inc. is a \$1.2 billion holding company conducting business through First Citizens Community Bank. First Citizens Community Bank operates 26 offices in Pennsylvania and New York.

For further information regarding the stock of Citizens Financial Services, Inc., please contact any of the following firms: Automated Trading Desk, 866-283-2831; Boenning & Scattergood, Inc., 800-842-8928; Keefe, Bruyette & Woods, Inc., 800-342-5529; Monroe Securities Inc., 800-766-5560; Pershing LLC, 201-413-2700; RBC Capital Markets Corp., 800-959-5951; Sandler O’Neill & Partners, 212-466-8020; Stifel, Nicolaus & Co., Inc., 973-549-4200; UBS Securities, LLC, 203-719-8710.

*Note: This press release may contain forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. Actual results and trends could differ materially from those set forth in such statements due to various factors. These factors include operating, legal and regulatory risks; changing economic and competitive conditions and other risks and uncertainties.*

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